

# **Demand Treatment! Team**

September 19, 2003

Next Meeting: Thursday September 25 at 1:30 at CenterPointe (pronounced poin-tee, according to Topher)

Present were: Jeff Walters, Karen Heusel, Mary Barry-Magsamen, Topher Hansen, Mike Losee, Tim Perry, Teri Vosicky, Kate Speck, Otto Schultz, Jay Conrad

## **1. PUBLICITY**

Press Packets are progressing. Teri will be gone next Friday so we will need to have them all prepared by Thursday. Teri, Otto, Topher and anyone else with press contacts will be making follow-up calls on Monday

Video taping -Topher will confirm with the mayor's office that they will make a video of the press conference. We are willing to pay if necessary.

## **2. GUEST LIST**

Names added to the growing guest list were: Someone from St. Paul's UMC connected to The Underground. Rev. Don Coleman. Paige and Ron Namuth. Kathy Stokes of Free to Grow. Lancaster County Psych. Assoc. John Herdman, Michelle Lemon UNL Nursing instructor. Tom Workman - Kate will invite Linda Major. Valdeen Nelson UNMC or Lincoln Home address. Judges Flowers and Thorson. Pat Lopez, Steve Beal, Bruce Dart, Rick Carter HSF director, Region V systems, CJ Johnson, Marcia Malone. Sue Herald from Valley Hope. Laurie Sutter - Prevention Director for State

Revise invite to include phrase about sending a representative if you can't come.

## **3. MARKETING**

Logo has been approved by everyone so stickers are being produced as well as banner and foam core. People will be able to sign their sticker and stick it on the banner.

## **4. FACES AND STORIES**

Guidelines for Faces and Stories were revised. We have commitments from 10+ people. Otto will begin interviewing people on Monday. He will use the guidelines as an outline for the bio sketches in the press packets.

## **5. AGENDA**

Seated behind the podium will be: Kit Boesch, Topher Hansen, Carol Girard, Chris Peterson, Mayor Seng, Lynn Wilson, Chief Casady, Randy Harre, Mary Costello  
Any State Senators, Representatives of Federal Officials.

- I. Topher Hansen
  1. The logo, The Back on Track Movement
  2. People - Acknowledge Chris Peterson, any senators, MD's, Business leaders, Government officials, EAP's, Prevention, etc.
  3. Today's program
- II. Carol Girard - national perspective
- III. Mayor Seng - current resources/and local gaps
- IV. Mayor's Award - from Carol and Topher
- V. Lynn Wilson - business perspective

- VI. Chief Casady – Why law enforcement cares & community cost savings
- VII. Randy Harre – personal perspective
- VIII. Mary Costello – family perspective
- IX. Conclusion – how to get involved. Invitation to affix stickers.

All our speakers are confirmed.

Carol and Topher will be giving the Mayor her award for helping to make this community a good candidate for a project like Demand Treatment! Fostering an environment that makes this a healthier community etc.

Otto will get “talking points” to Mayor Seng and Chief Casady by Tuesday.

Everyone appeared to be available for mingling, handing out stickers and helping Teri with the press packets.

#### **6. NUTS AND BOLTS (okay, okay – LOGISTICS)**

Otto will contact AAA rental for a dozen chairs, 3 tables, podium, PA, and extension chord. Lincoln Station says it is all right to use the hallway if there is a downpour

We decided to incorporate Carol Girard’s ideas on How To Be Involved into the press packet. Topher will also refer to those ideas in his closing remarks and tell people to contact Otto to be involved.